

--station by its--.

Page 19, line 15, delete "their" and insert --its--.

In the Claims:

Please cancel claims 2 and 4 and amend claims 1, 3, 5, 8, 11 and 15 as follows:

1. (Twice Amended) A marketing system for selectively modifying an existing telephone network by modifying a portion of the call processing software of the existing telephone network and by replacing at least a portion of an audible call progress signal including either a busy signal or a ringback signal generated by the telephone network by a generally continuous prerecorded announcement, the system comprising:

means for placing a telephone call by a calling party at a first telephone;

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CONT'D
means for connecting the telephone call to an identified called [party] station at a second telephone having a particular calling status;

means for initially determining the busy/idle status of the second telephone, said determining means thereafter checking the busy/idle status of the second telephone at predetermined intervals prior to completion of the call;

means for playing at least one generally continuous announcement to the calling party for a predetermined period of time during a time period when an audible call progress signal would have been [produced] provided to the calling party, said playing means determining the announcement to play based

upon criteria established exclusively by the marketing system and
[acting] independently of the identity of the [particular] called
[party] station; and

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b4
b5*
means for [immediately] terminating the playing of
the announcement and completing the call to the called [party]
station [when the called party answers the second telephone.], in
the case of the second telephone having an initial idle status,
said announcement terminating and call completing means
completing the call when the second telephone is answered and, in
the case of the second telephone having an initial busy status,
said announcement terminating and call completing means
completing the call when the status of the second telephone
changes to an idle status and the second telephone is thereafter
answered.

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23. (Twice amended) A system according to claim [2] 1,
wherein if the second telephone has an initial idle status, said
announcement is preceded by a single audible ringback signal .

b5
35. (Amended) A system according to claim [4] 1,
wherein if the second telephone has an initial busy status, said
announcement is preceded by a single audible busy signal.

b6
68. (Amended) A system according to claim 1, wherein
said playing means can play a sequence of announcements, wherein
said system repeatedly generates additional announcements at
predetermined intervals until [said identified called party
answers] said second telephone is answered or said calling party
disconnects said first telephone and abandons the telephone call.